

Message Text

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11

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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P R 170200Z APR 75
FM AMEMBASSY JAKARTA
TO USDOC WASHDC PRIORITY
INFO AMCONSUL MEDAN
AMEMBASSY SINGAPORE
AMCONSUL SURABAYA
SECSTATE WASHDC 7614

UNCLAS JAKARTA 4539

COMMERCE FOR BIC/OIM/MURRIN - SINGAPORE FOR TRADE CENTER - LEONARD

E.O. 11652: N/A
TAGS: BEXP, ID
SUBJ: VISIT OF PACIFIC NORTHWEST IOGA TRADE MISSION TO INDONESIA

REF: (A) STATE 282679; (B) JAKARTA 3744; (C) JAKARTA 4083

I- SUMMARY

THIRTEEN-MEMBER PACIFIC NORTHWEST FOREST PRODUCTS MACHINERY
IOGA TRADE MISSION VISITED JAKARTA APRIL 9-11. EMBASSY
CONSIDERS MISSION'S VISIT A SUCCESS. GROUP'S PROGRAM WAS
WELL-PLANNED AND HIGHLY-PUBLICIZED. POST'S INVITATION
LETTER MAILING AND SEVERAL PRESS RELEASES GENERATED 51
INDIVIDUAL BUSINESS APPOINTMENTS DURING TWO DAYS SET ASIDE
FOR THIS PURPOSE. IN ADDITION, POST ARRANGED GENERAL
BUSINESS MEETING FOR MISSION AT 1600 HOURS APRIL 10 WITH
20 LEADING MEMBERS OF INDONESIAN TIMBER SOCIETY. CONSULATES
IN MEDAN AND SURABAYA ALSO PUBLICIZED MISSION VISIT AND
E/C OFFICER CHRISTY IN LATTER POST WAS SUCCESSFUL IN
DEVELOPING APPOINTMENTS FOR MISSION WITH FIVE SURABAYA
BUSINESSMEN.

END SUMMARY

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II. MISSION ADVANCE PLANNING: GOOTENBERG-NORDELL ADVANCE TEAM

VISIT IN MID-FEBRUARY PROVED HELPFUL TO EMBASSY. DURING THEIR VISIT, EMBASSY TRADE MISSION CONTROL OFFICER JAMES REILLY ARRANGED PLANNING MEETINGS WITH KEY OFFICIALS OF DIRECTORATE GENERAL OF FORESTRY AND INDONESIAN TIMBER SOCIETY (ASSOCIATION). ADVANCE TEAM SELECTED HOTEL INDONESIA AS SITE OF BUSINESS INFORMATION CENTER AND CONCLUDED ARRANGEMENTS FOR ROOMS AND TRANSPORTATION.

III. PUBLICITY: EARLY IN MARCH, EMBASSY RECEIVED SUPPLY OF ATTRACTIVE PUBLICITY FLYERS PRINTED IN U.S. BY PNITC. THESE FLYERS WERE MAILED, TOGETHER WITH INVITATION LETTER AND REQUEST-FOR-APPOINTMENT FORM, UNDER COMMERCIAL COUNSELOR COHN'S SIGNATURE, TO 450 CAREFULLY SELECTED END-USERS (TIMBER CONCESSIONERS, SAWMILLS, PLYWOOD PLANTS ETC.) AGENTS, DISTRIBUTORS LICENCEES AND OFFICIALS OF STATE FORESTRY ENTERPRISES. SPECIAL EFFORT WAS MADE TO IDENTIFY DECISION-MAKERS IN THESE FIRMS SO LETTER COULD BE MAILED DIRECTLY TO THEM AND NOT JUST TO COMPANY. DURING LIST-BUILDING PROCESS, SPECIAL ATTENTION WAS GIVEN TO COMPANY DATA SHEETS AND CATALOGS PROVIDED BY MISSION MEMBERS WHICH IDENTIFIED SPECIFIC TARGET GROUPS OF END-USERS THEY SOUGHT TO REACH DURING THEIR VISIT. IN FEW CASES, MISSION MEMBERS PROVIDED SPECIFIC COMPANIES TO BE CONTACTED AND IN EACH THESE CASES, INDIVIDUALLY-TYPED LETTER WAS DISPATCHED TO FIRM.

CONTROL OFFICER PREPARED FOUR RELEASES IN INDONESIAN AND ENGLISH AND ARRANGED THEIR HAND-DELIVERY TO BUSINESS EDITORS OF INFLUENTIAL LOCAL NEWSPAPERS, NEWS BULLETINS, IMPORTERS, ASSOCIATION AND GREATER JAKARTA CHAMBER OF COMMERCE AND INDUSTRY. THIS EFFORT RESULTED IN 18 SEPARATE PRESS ARTICLES ABOUT MISSION AND ITS OBJECTIVES. IN ADDITION, GREATER JAKARTA CHAMBER OF COMMERCE AND INDUSTRY PREPARED AND ISSUED LETTER TO ITS APPROXIMATELY 250 MEMBERS.

IV. MISSION HIGHLIGHTS: HIGHLIGHT OF MISSION VISIT WAS LARGE NUMBER OF BUSINESS APPOINTMENTS ARRANGED BY EMBASSY AND SURABAYA CONSULATE FOR MEMBERS. HOWEVER, TWO OTHER ASPECTS OF GROUP'S PROGRAM ARE WORTHY OF MENTION. FIRST IS BRIEFING EMBASSY ARRANGED FOR GROUP. SECOND IS RECEPTION FOR MISSION

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HOSTED BY AMBASSADOR NEWSOM.
EMBASSY BRIEFING WAS CONDUCTED 2:30 TO 5:15 P.M. AFTERNOON OF APRIL 9 IN NEW USIS CONFERENCE ROOM. AGENDA CONSISTED OF FOLLOWING TOPICS:

(A) REVIEW OF BUSINESS, ECONOMIC AND POLITICAL CONDITIONS IN INDONESIA (BY COMMERCIAL COUNSELOR DAVID COHN);

(B) INDONESIA'S FORASTRY SECTOR - PROGRESS, PROBLEMS, PROSPECTS
(BY IR. SOEMARSONO, DIRECTORATE GENERAL OF FORESTRY);

(C) THE FORESTRY SECTOR: CHALLENGES AND OPPORTUNITIES
(BY MR. SUTARA, P.T. CHANDRA DIRGANTARA, MR. DAAN AMWAR,
P.T. TRI USAHA BHAKTI, AND MR. DJISMOEN, P.T. INTERNATIONAL
TIMBER CORP. INDONESIA (WEYERHAEUSER) - ALL MEMBERS OF
INDONESIAN TIMBER SOCIETY;

(D) QUALITY CONTROL IN THE TIMBER INDUSTRY: OBSERVATIONS OF
A U.N. ADVISOR (BY ADOLF DE COENE, NATIONAL EXPORT DEVELOPMENT
INSTITUTE);

(E) THE INTEREST OF THE GOVERNMENT OF INDONESIA IN PROMOTING THE
DOMESTIC PROCESSING OF ITS FOREST RESOURCES (BY DRS. ARIFIN
MURSALIN AND MR. IMAM SOEKARDJO OF THE DEPARTMENT OF
INDUSTRY);

(F) CUSTOMARY METHODS OF FINANCING IMPORTS OF U.S. MACHINERY
AND SERVICES IN INDONESIA (BY PATRICK HELMHOLZ, BANK OF
AMERICA);

(G) PANEL DISCUSSION: WHAT YOU SHOULD KNOW ABOUT SELLING
MACHINERY IN INDONESIA (MESSRS. JOHN PENNING & HENDRA
WIBOWO, P.T. ALLTRAK (FIAT-ALLIS); MR. JACK MALAY,
J.I. CASE CO.; AND MR. J. BAXTER, P.T. TRAKINDO UTAMA
(CATERPILLAR).

AMBASSADOR NEWSOM HOSTED RECEPTION FOR PNITC MISSION WEDNESDAY
APRIL 9, 6:30 - 8:00 P.M. ABOUT HALF 150 INVITED GUESTS
ATTENDED THIS SUCCESSFUL AFFAIR. WHAT WAS PARTICULARLY NOTEWORTHY
ABOUT IT WAS LARGE NUMBER OF KEY INDONESIANS FROM DIRECTORATE
GENERAL OF FORESTRY, STATE FORESTRY ENTERPRISES AND INDONESIAN
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TIMBER SOCIETY WHO ATTENDED. RECEPTION AFFORDED MISSION
MEMBERS EXCELLENT OPPORTUNITY MEET KEY DECISION MAKERS,
DISCUSS PRODUCT PROPOSALS AND TO LEARN MORE ABOUT LOCAL
TIMBER INDUSTRY.

V- COPIES OF PRESS PUBLICITY ABOUT MISSION BEING AIR POUCHED
BIC/OIM/MURRIN.
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